

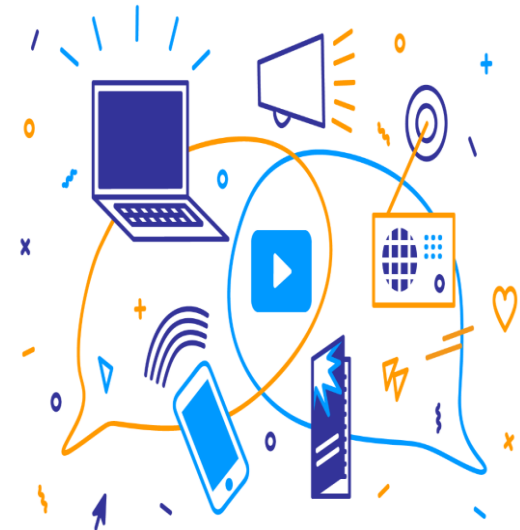
COMMUNICATING EFFECTIVELY WITH MEDICAID MEMBERS

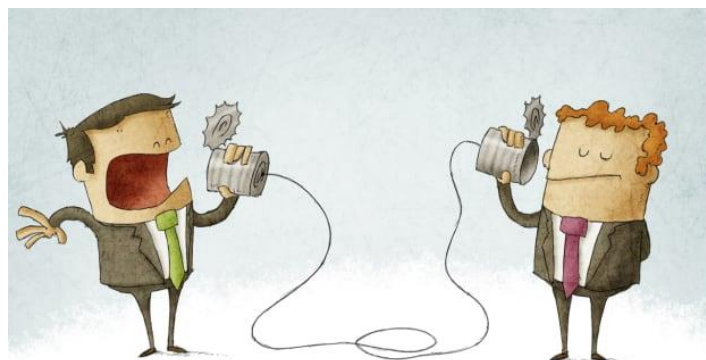
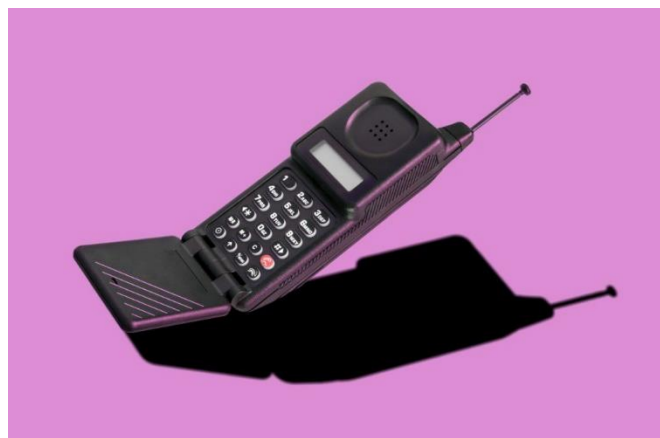
DMAS MEMBER ADVISORY COMMITTEE

November 18, 2019

Goal

- The goal of this discussion is for DMAS to get insight from Medicaid members and family members about how they feel DMAS can communicate more effectively with them
- DMAS already has multiple communication methods, such as:
 - *Mailings (coverage status and updates)*
 - *E-mails: opt-in through DMAS website and Cover Virginia website*
 - *Social Media: Facebook (“Cover Virginia”) and Twitter (“@CoverVA” and “@VAMedicaidDir”)*
- Members also receive communications from health plans (Medicaid managed care) and partner organizations
- We want to walk through what communications you receive, what you feel works, what strategies that you think can be added, and what types of information you would like to receive





Discussion Questions - General Communications

- What is your preferred method of communication?
- How do the people in your community communicate with each other?
- Thinking of a time in the past when an organization communicated successfully with you:
 - What made that communication successful?
 - Who shared the communication?
 - Describe the method(s) used.
 - What did you like about how the communication was structured?
 - How frequently did the communication come to you?

Discussion Questions – Current Medicaid Communications

- When you first heard or researched Medicaid – how did you obtain that information?
- What communications do you currently get from Medicaid?
- What kind of communications would you like to receive from the Department?
- What topics are important to you?

Discussion Questions – Methods of Communication

- Are you aware DMAS is on social media? What is your preferred social media platform?
- If DMAS put out regular newsletters, would you like to read online, get them in your e-mail, or some other method?
- If given the opportunity, would you opt-in to specific communications based on topics?
- What is too much information?
 - Frequency of communications.
 - Volume of communications.
- What suggestions do you have for overcoming the barrier of limited or outdated contact information?

Maintaining accurate contact information is a challenge, and we don't routinely collect email addresses for applications

Other Feedback

Is there any other feedback or suggestions you have for how DMAS can communicate more effectively with the public about Medicaid?

